

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

	) Confirmation No.: 4363
	)
Applicants: MARGILOFF et al.	) Group Art Unit: 3625
	)
Application No.: 10/767,123	) Examiner: Mila Airpetian
	)
Filing Date: 1/29/2004	) <b>AMENDMENT and RESPONSE</b> to March
	) 28, 2007 Non-Final Office Action
	)
For: SYSTEMS AND METHODS FOR	) Attorney Docket No.: E03.002/U
PROVIDING CONTEXTUAL	)
ADVERTISING INFORMATION	) <b>PTO Customer Number 28062</b>
VIA A COMMUNICATION	) Buckley, Maschoff & Talwalkar LLC
NETWORK	) 50 Locust Avenue
	) New Canaan, CT 06840
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Mail Stop Amendment (via EFS)  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action mailed March 28, 2007, please amend the above-identified application as follows:

**Amendments to the specification** are provided on page 2.

**Amendments to the claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks** begin on page 6 of this paper.